10. A reactive dye compound according to Claim 1 wherein the nitrogen-containing heterocycle is selected from triazine, pyrimidine, quinoxaline, phthalazine, pyridazone and pyrazine.

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11. A reactive dye compound according to Claim 1 wherein the nitrogen-containing heterocycle is selected from triazine, pyrimidine or quinoxaline.

12. A reactive dye compound according to Claim 1 wherein the nitrogen-containing heterocycle is selected from triazine and pyrimidine.

13. A reactive dye compound according to Claim 1 wherein the linking group is selected from NR, N(C=O)R, N(SO2)R where R is selected from H or C1-C4 alkyl which can be substituted by halo, hydroxy, cyano, C1-C4 alkoxy, C2-C5 alkoxycarbonyl, carboxyl, sulfamoyl, sulfo and sulfato.

15. A reactive dye compound according to Claim 14 wherein R is H or C1-C4 alkyl.

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16. A reactive dye compound according to Claim 1 wherein the nitrogen-containing heterocycle is additionally substituted with one or more X substituents, wherein X is independently selected from Y, thio-derivatives, halogen (preferably fluorine and chlorine), amines, alkoxy groups, carboxylic acid groups, CN, N_3, quaternized nitrogen derivatives, Q+, and oxy- or thio- carbonyl derivatives having the formula -A(CO)R* wherein A is selected from O or S, where R* is an organic residue which contains at least one nucleophilic group, wherein the nucleophilic group is preferably selected from OH, NH_2, SH, COOH, -N=, NHR^1 and NR^1R^2 wherein R^1 and R^2 may be the same of different and may be selected from C_1-C_4 alkyl, preferably Y or halogen.

18. Use of a compound according to Claim 1 for dyeing cellulosic substrates.

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19. Use of a compound according to Claim 1 for dyeing wool.

20. Use of a compound according to Claim 1 for dyeing polyamide substrates.

21. Use of a compound according to Claim 1 for dyeing silk.

22. Use of a compound according to Claim 1 for dyeing keratin.

23. Use of a compound according to Claim 1 for dyeing leather.

24. Process for the preparation of a compound according to Claim 1 comprising the steps of reacting a first starting material with a second starting material, the first starting material comprising at least one chromophore, at least one nitrogen-containing heterocycle linked to the chromophore via a linking group L, the second starting material being a compound containing a Y group.

26. Process according to Claim 24 wherein the process is carried out at a pH of from about 2 to about 8.

27. Process according to Claim 24 wherein the second starting material is added to the first starting material slowly.

28. Product obtainable by the process according to Claim 24.

29. A dye composition comprising the compound of Claim 1 or the product of Claim 24.

33. A dye composition according to Claim 29 wherein the pH of the composition is in the range of from about 2 to about 5 when a neutral buffer is present, and in the range of from about 4 to about 8 when a neutral buffer is present.